

1 WHAT IS CLAIMED IS:

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3 1. An end cap apparatus comprising:

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5 an elongate base member comprising:

6
7 a support member, and

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9 at least one bracket attached to the support member to allow
10 the elongate base member to be attached to a structure;
11 and

12
13 a price label containment member secured to the support member
14 of the elongate base member for displaying a price label.
15

16 2. The end cap apparatus according to claim 1 wherein the
17 elongate base member has a length and wherein the price label
18 containment member extends for substantially the entire length of
19 the elongate base member.
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21 3. The end cap apparatus according to claim 1 wherein the
22 support member comprises a front side.
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24 4. The end cap apparatus according to claim 3 wherein the front
25 side of the support member is substantially planar.

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2 5. The end cap apparatus according to claim 3 wherein the price
3 label containment member is attached to front side of the support
4 member.

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6 6. The end cap apparatus according to claim 1 wherein the price
7 label containment member comprises a rear wall, and opposing
8 longitudinally extending flanged end portions that define a
9 channel for receiving a price label.

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11 7. The end cap apparatus according to claim 6 wherein the
12 opposing longitudinally extending flanged end portions are
13 generally perpendicular to the rear wall.

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15 8. The end cap apparatus according to claim 6 wherein each
16 longitudinally extending flanged end portion defines an inwardly
17 extending lip, the lips preventing a price label from being
18 dislodged from the channel.

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20 9. The end cap apparatus according to claim 8 further
21 comprising a flexible, resilient price card holder secured to
22 price label containment member, the price card holder having a
23 front side for displaying a price label, a rear side, and a pair
24 of projecting members extending from the rear portion, each
25 projecting member engaging a corresponding lengthwise flanged end

portion and lip of the channel to prevent the price card holder from being dislodged from the price label containment member.

10. The end cap apparatus according to claim 6 wherein the support member of the elongate base member has a front side, the price label containment member being secured to the front side so that the rear wall of the price label containment member contacts the front side of the support member.

11. The end cap apparatus according to claim 2 wherein the elongate base member has a pair of ends, and the price label containment member has a pair of ends, each end of the price label containment member corresponding to one of the ends of the elongate base member, the end cap apparatus further comprising a pair of guards, each guard being attached to one of the ends of the elongate base member.

12. The end cap apparatus according to claim 11 wherein each guard is adjacent to a corresponding end of the price label containment member.

13. The end cap apparatus according to claim 3 wherein the price label containment member is removably attached to the front side of the support member.

14. The end cap apparatus according to claim 3 wherein the price label containment member is adhered to the front side of the support member.

15. The end cap apparatus according to claim 1 wherein elongate base member is fabricated from a material that allows the elongate base member to be flexible and resilient.

16. The end cap apparatus according to claim 1 wherein the at least one bracket comprises a pair of brackets.

17. The end cap apparatus according to claim 16 wherein each bracket comprises a first portion angulated with respect to the support member, and a second portion attached to and angulated with respect to the first portion.

18. The end cap apparatus according to claim 1 wherein the price label containment member further comprises a front portion that defines a channel for receiving a price label and a resilient, rear portion that has an end portion thereof attached to the front portion so as to provide a slot between the front portion and the resilient rear portion, the support member of the elongate base member being disposed within the slot and frictionally engaged with the front portion and resilient rear portion.

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2 19. The end cap apparatus according to claim 1 wherein the price
3 label containment member further comprises a resilient
4 transparent, front panel and a resilient rear panel joined
5 together so as to provide a slot therebetween having a closed end
6 and an opened end, the support member of the elongate base member
7 being disposed within the slot and frictionally engaged with the
8 front and rear panels.

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10 20. The end cap apparatus according to claim 19 further
11 comprising at least one price label disposed between the support
12 member and the transparent, front panel.

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